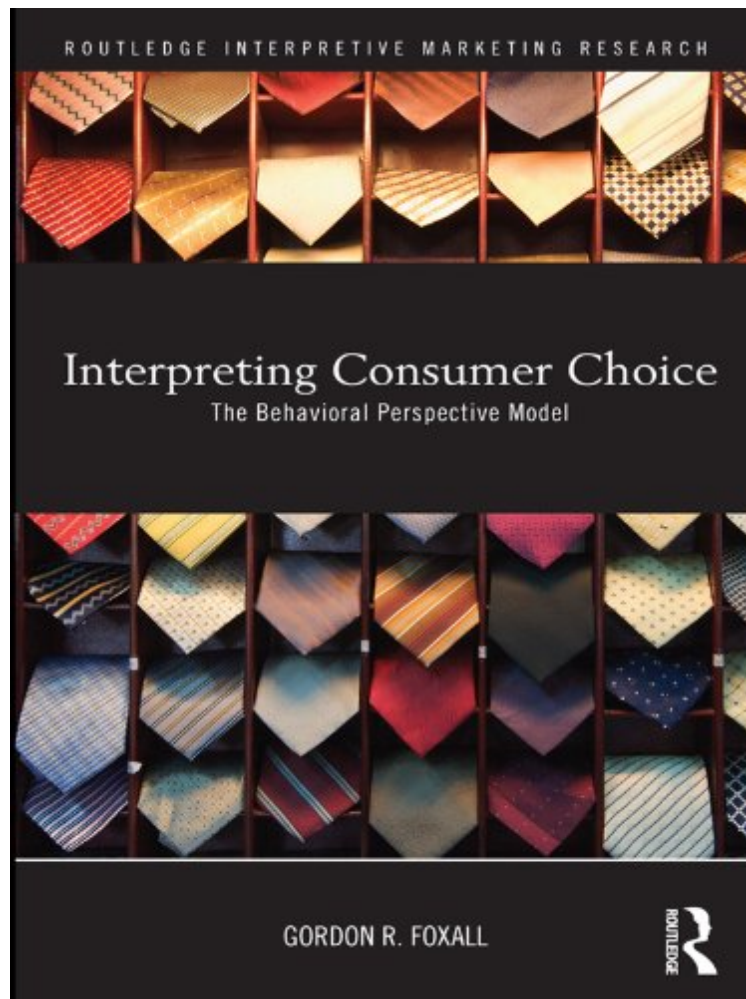


[Ebook pdf] Interpreting Consumer Choice: The Behavioural Perspective Model (Routledge Interpretive Marketing Research)

Interpreting Consumer Choice: The Behavioural Perspective Model (Routledge Interpretive Marketing Research)

Gordon Foxall

*audiobook / *ebooks / Download PDF / ePub / DOC*



DOWNLOAD



+

READ ONLINE

#1977785 in eBooks 2009-09-10 2009-09-10 File Name: B002NXOS10 | File size: 51.Mb

Gordon Foxall : Interpreting Consumer Choice: The Behavioural Perspective Model (Routledge Interpretive Marketing Research) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Interpreting Consumer Choice: The Behavioural Perspective Model (Routledge Interpretive Marketing Research):

Interpretive consumer research usually proceeds with a minimum of structure and preconceptions. This book presents a more structured approach than is usual, showing how a simple framework that embodies the rewards and costs associated with consumer choice can be used to interpret a wide range of consumer behaviours from everyday purchasing and saving, innovative choice, imitation, 'green' consumer behavior, to compulsive behaviors

such as addictions (to shopping, to gambling, to alcohol and other drugs, etc). Foxall takes a qualitative approach to interpreting behavior, focusing on the epistemological problems that arise in such research and emphasizing the emotional as well as cognitive aspects of consumption. The author argues that consumer behaviour can be understood with the aid of a very simple model that proposes how the consequences of consumption impact consumers' subsequent choices. The objective is to show that a basic model can be used to interpret consumer behaviour in general, not in isolation from the marketing influences that shape it, but as a course of human choice that is dynamically linked with managerial concerns.

About the Author Distinguished Research Professor at Cardiff University, Gordon Foxall holds PhDs in industrial economics business, and in psychology, and a higher doctorate (DSocSc). Author of the critically acclaimed *Understanding Consumer Choice* and coauthor of the best-selling *Consumer Psychology for Marketing*, Fellow of the British Psychological Association and the British Academy of Management, he is an Academician of the Academy of Social Science.